

AMERICAN ACADEMY OF PERIODONTOLOGY



AMONG THE EARLY PROMOTERS OF ORAL PROPHYLAXIS WAS DR. D. SMITH (1839-1920) OF PHILADELPHIA, WHO WAS REFERRED TO AS THE "FATHER OF ORAL PROPHYLAXIS." DR. SMITH WAS AN EXCEPTIONALLY SKILLFUL DENTIST, BUT CREDIT FOR APPRECIATING HIS WORK AND FOR GIVING IT WIDE PUBLICITY BELONGS TO DR. EDWARD B. SPALDING. DR. SPALDING WAS INSTRUMENTAL IN INTRODUCING ORAL PROPHYLAXIS IN EUROPE THROUGH HIS ACQUAINTANCE WITH DR. ROBERT MCBRIDE AND N. S. JENKINS OF DRESDEN, GERMANY. BELIEVING THAT WOMEN DENTISTS WERE ESPECIALLY ADAPTED FOR THIS TYPE OF PRACTICE, DR. SPALDING IN 1904 PERSUADED DR. GRACE ROGERS, A YOUNG GRADUATE, TO SPEND A YEAR IN POSTGRADUATE WORK AT THE UNIVERSITY OF MICHIGAN IN PREPARATION FOR LIMITING HER PRACTICE TO ORAL PROPHYLAXIS. DR. GILLETTE HAYDEN OF COLUMBUS, OHIO WAS CONVINCED BY DR. MCBRIDE AND JENKINS TO TAKE UP PRACTICE IN THEIR OFFICE IN DRESDEN, GERMANY, WHERE SHE REMAINED FOR THREE YEARS. BEFORE SAILING FOR EUROPE, SHE WAS ASKED BY THEM TO VISIT THE OFFICES OF DR. SMITH AND SPALDING. DR. SPALDING'S ENTHUSIASM, PLUS THAT OF HIS ASSOCIATE GRACE, SET IN MOTION THE FORCES THAT CULMINATED IN THE BIRTH OF THE AMERICAN ACADEMY OF PERIODONTOLOGY.



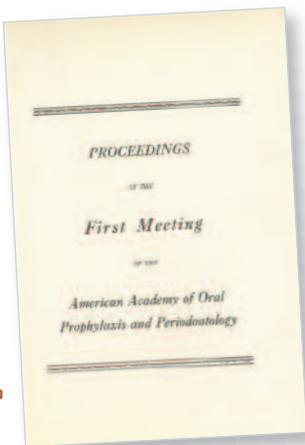
1906: Dr. Edward Spalding invited a group of dentists to spend a few days in Dr. Smith's office to see the extraordinary results accomplished by regular prophylactic care. Sixteen dentists participated and became enthusiastic supporters of oral prophylaxis.

1913-1914: The vision of an organization such as the American Academy of Periodontology is credited to two women – Drs. Gillette Hayden and Grace Rogers Spalding.

The Organizing Committee met in Cleveland in May 1914 and formed a society known as the American Academy of Oral Prophylaxis and Periodontology. Dr. Austin F. James was the first president and served for two years. Membership was by invitation only



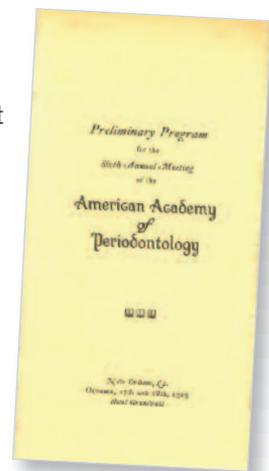
and dues were \$5.



1914: The first Annual Meeting of the newly formed Academy of Oral Prophylaxis and Periodontology was held in Washington, DC, November 5-7. Seventeen members were present.



1916: Dr. Gillette Hayden served as the first woman president of the AAP.

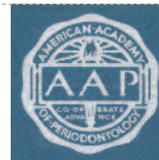


1919: The former title was dropped and the organization became known as the American Academy of Periodontology.

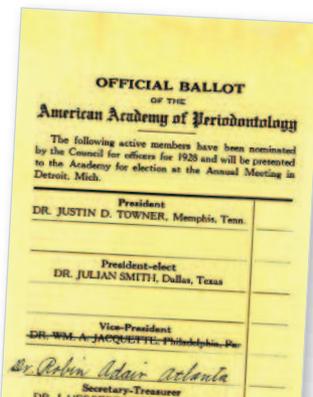


1923: Dr. Grace Rogers Spalding became the second woman president of the Academy.

1924: The monogram was adopted.



1927: The first election of officers took place during the Annual Meeting in Detroit, MI.



1900 1929

1930: The *Journal of Periodontology* was published twice a year, with a subscription price of \$2. The first issue, dated January 1930, contained 26 pages.

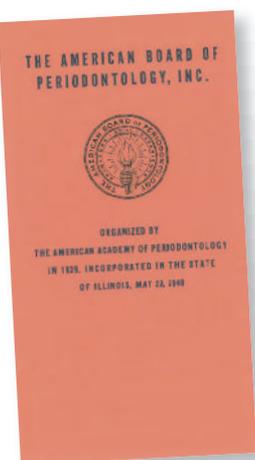
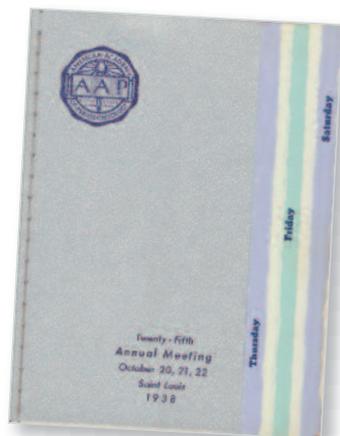
1932: The AAP Constitution was amended to note four classes of membership: Active, Associate, Honorary, and Non-Resident.

1933: Dr. Grace Rogers Spalding was appointed the first formal editor of the *Journal of Periodontology*, a position she held until July 1949.



1936: Dr. Haidee Weeks took office as the third woman to head the AAP in its 22 years' existence. At the time Dr. Weeks took office, the AAP's total cash on hand and in banks totaled \$5,638.65.

1938: The Silver Anniversary, 25th Annual Meeting, took place in St. Louis, MO. The Round Table Luncheon ticket cost was \$1.25 and the Banquet ticket cost was \$3.



1939: The American Board of Periodontology was developed. The cost for incorporation was somewhere between \$200 and \$250.

1942-1945: Annual Meetings were discontinued because of war conditions.

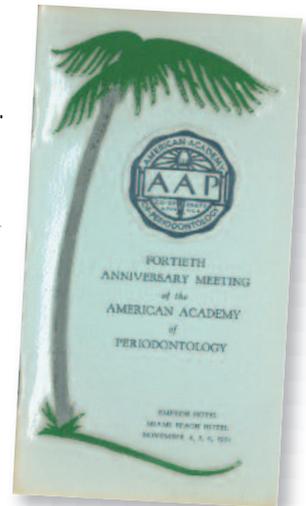
1947: Periodontics was recognized as a specialty of dentistry by the American Dental Association.



1949: Dr. Maynard K. Hine was appointed editor of the *Journal of Periodontology*.

ADA's House of Delegates recognized the American Board of Periodontology as the official specialty board

for the certification of periodontics. Only one other board, oral surgery, had been recognized earlier.



1954: The Academy celebrated its 40th Annual Meeting in Miami Beach, FL.

1956: Dr. Robert Kesel's presidential address noted that:

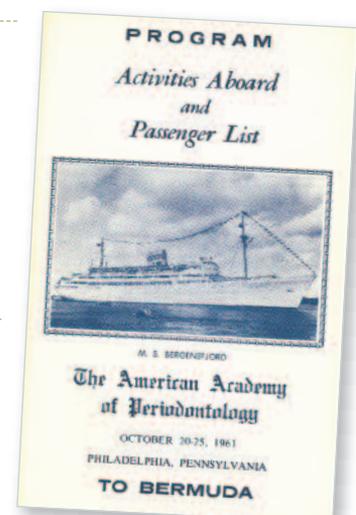


"Fluoridation of the nation's water supply will preserve many teeth for longer adult use and will bring them into a period where they become increasingly vulnerable to loss through periodontal disease.

The Federal Government is aware of the dental problem and it appropriated over \$6,000,000 for dental research – an amount 10 times greater than previously budgeted for in one year."

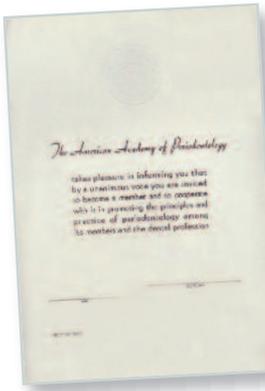
1959: The Academy was the first specialty group to use color television for presentation of an educational program at a national meeting in New York, NY.

1961: The AAP Annual Meeting was held on board the M.S. Bergensfjord. Attendees cruised to Bermuda October 20-25.



1930 1961

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1962: The Executive Council lifted the numerical restriction of allowing up to 300 members active membership and prepared 192 invitations to eligible persons for various categories of membership.

A Bylaws change was proposed to establish a Student member classification.

1963: Six issues of the *Journal of Periodontology* were published and advertising was introduced. The subscription price was increased to \$10.

1964: The 50th Annual Meeting was celebrated in San Francisco, CA. Dr. John Oppie McCall, the last living founder of the AAP, was designated as honorary chairman.



1965: Dr. Robert Kesel, AAP secretary, negotiated a lease for 600 square-feet of space in the just-completed American Dental Association building in Chicago. On December 1, 1965, the Academy moved from Peoria to Chicago.



1966: The first issue of the *AAP Newsletter* was printed. AAP held its first commercial exhibition during the Annual Meeting in San Antonio, TX, attracting 14 exhibitors.

1967: A merger of the Academy of Periodontology and the American Society

of Periodontists took place, with the resulting organization named the American Academy of Periodontology.

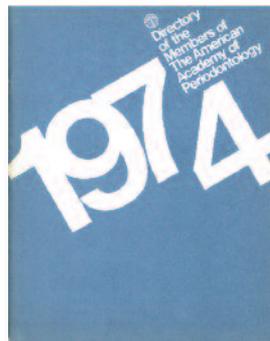


1970: During the joint meeting of the AAP and Canadian Academy of Periodontology in Montreal, Canada, the Orban Prize Competition took place for the first time.

Drs. Henry M. Goldman and Timothy J. O'Leary were appointed co-editors of the *Journal*.

1972: District representation was approved by the General Assembly.

1973: The AAP Central Office announced the conversion of AAP membership files to an electronic data-processing system.



1974: AAP membership topped 3,000.

1975: Life and Retired membership categories were established.

1978: Dr. John Oppie McCall, the one surviving founding member of the AAP, died at age 98.



1980: AAP co-sponsored the Pan American Association of Periodontology meeting in San Juan, Puerto Rico.



During the General Assembly at the St. Louis Annual Meeting, members said "no" to an AAP-sponsored institutional advertising campaign. They soundly defeated a motion that members be assessed \$30 to support the ad campaign.

Dr. William C. Hurt was appointed co-editor of the *Journal*, replacing Dr. Goldman.



1962 1980

1983: *Guidelines for Periodontal Therapy* were unanimously approved at the General Assembly.

1984: The Central Office established a central public relations file, a spokesperson training seminar was offered to AAP members, and a series of five advertisements were developed for constituent societies. Two new member publications were developed: *News Nubs* (composed of news items on legislative, third party, and health-oriented issues) and *News in Periodontics* (designed for periodontists to forward to their referring general dentists).

1985: The Executive Council approved modification of the definition of periodontics to include dental implants.



1986: AAP Executive Director Marilyn Holmquist retired after 21 years of employment. Alice DeForest was hired as her replacement.

1988: The Professional Partnership Program was established and a workshop was held in Chicago aimed at improving and enhancing the relationship between periodontists and general practitioners.

The ADA awarded AAP with continued recognition of periodontics as a dental specialty.

Drs. Timothy O'Leary and William C. Hurt retired as editors of the *Journal of Periodontology* and Dr. Robert J. Genco was selected as the new editor.

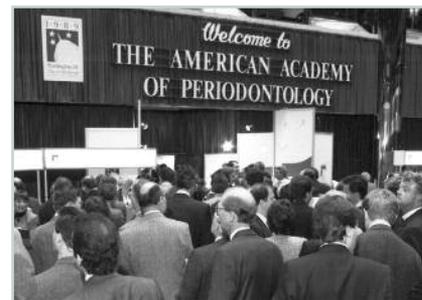


1989: AAP President Dr. Myron Nevins, testifying before the Food and Drug Administration (FDA), announced the Academy's support of the FDA's decision to classify endosseous implants as Class III medical devices.

The Academy's 75th anniversary meeting was held in Washington, DC, and nearly 5,800 people attended.

The American Board of Periodontology celebrated 50 years of service.

The AAP Central Office implemented a toll-free number 800/282-4867(GUMS).



1990: The Academy focused on practice needs of young periodontists by holding a Young Periodontist Conference in Chicago and "pearls of wisdom" became Dr. Maynard's theme.



The Academy and the American Dental Association developed a periodontal diagnosis course for the ADA seminar series titled "The Team Approach to Periodontal Therapy."

The AAP's Communications Department produced a video news release on advances in periodontal therapy. The video encouraged viewers to request a copy of the AAP brochure, *Gum Disease: Be Tested to See if You Have it*.

1991: The ADA joined the AAP in endorsing and sponsoring a National Periodontal Screening and Education Program to create a national public awareness campaign.

The first Implant Conference was held in Washington, DC, with over 1,900 attendees.

The AAP undertook a major review of postdoctoral accreditation standards.

The Academy's Central Office moved from the American Dental Association Building to 737 N. Michigan Avenue, and Alice DeForest, AAP Executive Director, cut the ribbon.



1983 1991

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1992: The Academy revised its Periodontal Referral Service. The system was computerized and more than 2,400 members enrolled in the program.



Periodontal
Screening
& Recording

The Periodontal Screening and Recording (PSR) program was launched and members clamored for PSR training materials.



1993: Dr. Sebastian Ciancio was named editor of *Periodontal Update*, the Academy's newest publication for members and general practitioners.

The Academy established the American Academy of Periodontology Foundation.

1994: AAP members met in Chicago to conduct a Parameters Summit, where six new parameters were drafted.

Tetracycline fibers were approved for use in periodontal disease treatment.

The AAP Foundation welcomed its 100th donor.

1996: AAP President Dr. James T. Mellonig testified at an open hearing held by the Commission on Dental Accreditation to register the Academy's strong concerns regarding the Commission's proposed requirement that dental graduates be trained to competency in "appropriate nonsurgical and surgical periodontal treatment."

The Academy's "Dragon Breath" public service announcement received a Silver Trumpet Award by the Publicity Club of Chicago.

The Academy introduced its World Wide Web site on the internet – <http://www.perio.org>

The AAP promoted a study published in the October JOP supplement establishing an association between maternal periodontal disease and preterm low birth weight. The article received coverage in major national publications, radio and TV, newspapers, and the World Wide Web.

1997: The low birth weight media launch became the most successful media relations campaign in Academy history. Results showed more than 58 million audience impressions and 331 article placements in consumer and trade publications, TV, radio, and the Internet.

1998: A media blitz surrounding research linking periodontal disease to heart attack and stroke hit newspapers and TV stations nationwide.

The Academy launched a patient education campaign surrounding perio-systemic links.

Challenged by the recent changes in the dental benefits industry, the Academy expanded its third party assistance.

1999: The AAP Foundation reached its \$5 million dollar pledge goal.

A new, contemporary look and expanded contents were introduced in the *Journal of Periodontology*.

The Academy had a record-breaking media year, reaching more than 100 million consumers with periodontal health messages via more than 500 media outlets.

2000: *The Journal of Periodontology* received the 1999 Gold Circle Award for Redesign from the American Society of Association Executives.

The Academy held its Annual Meeting in Hawaii as joint partners with the Japanese Society of Periodontology.

The *Journal of Periodontology* received the Platinum Scroll First Place Award for publication improvement from the United States section of the International College of Dentists.



2001: *The Journal of Periodontology* premiered online.

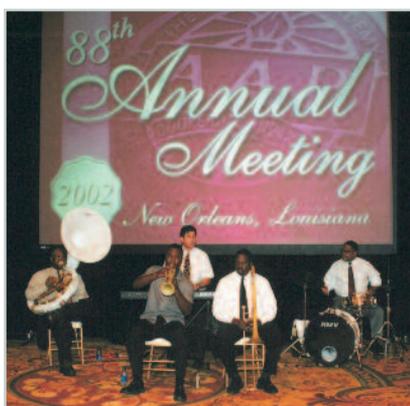
Periodontal health messages reached more than 120 million consumers via more than 1,100 media outlets. Consumer pages of the AAP Web site drew a monthly average of 101,826 hits, a 93% increase over the previous year.

1992
2001

For the first time in history, five dental organizations collaborated to present an Interdisciplinary Care Conference that emphasized the importance of a team approach to patient care with periodontists, orthodontists, general dentists, prosthodontists, and pediatric dentists.

The AAP presented a session at the European Federation of Periodontology (EFP) Conference in Geneva, Switzerland, and the Academy invited the EFP to present at its 2001 Annual Meeting in Philadelphia, PA.

2002: The Annual Meeting in New Orleans, threatened by the wrath of tropical storm Isadore, with its 60-mile per hour winds, still drew nearly 3,700 attendees in late September.



The 2020 Vision for Periodontics was launched at the Annual Meeting.

2003: The AAP participated in the European Federation of Periodontology meeting in Berlin.

The Academy continued its collaboration with the Japanese Society of Periodontology, holding its Annual Meeting in San Francisco, CA.

2004: *The Journal of Periodontology* celebrated 75 years of scientific excellence.

The Annual Meeting in Orlando marked the introduction of a single registration fee system.



2005: Media relations efforts reached more than 475 million customers through TV, radio, print, and online sources.

The Academy launched a quarterly e-newsletter to provide the public with oral health tips and information on how to protect against periodontal disease.

The Academy acknowledged the generosity of its members in the wake of two significant natural disasters: the tsunami that devastated countries on the other side of the globe and the hurricanes that wreaked havoc on the southern coast of the United States.

2006: The Academy's *Guidelines for the Management of Patients With Periodontal Disease* debuted at the Annual Meeting in San Diego and were distributed to more than 130,000 dentists nationwide.



The Academy sponsored its first Web-based continuing education program.

More than 6,000 attended the Academy's 92nd Annual Meeting in San Diego, CA, held in collaboration with the Japanese Society of Periodontology (JSP)

Dr. Robert Genco was named Editor Emeritus after 18 years of service and Dr. Kenneth Kornman formally assumed his role as new Editor-in-Chief of the *Journal of Periodontology*.



The Academy launched its online patient self-assessment tool.

Recipients of more than \$335,000 in Foundation awards were recognized at the Annual Meeting.

2007: Over 11,500 people accessed the online patient self assessment tool.

The AAP Foundation Ambassador Program was expanded to improve grassroots communication.

AAP members were invited to use the Academy logo in their marketing materials.

2008: The AAP Web site was redesigned as "Dedicated to Creating Healthy Smiles for Life" and emerged as more consumer friendly.



2000 2010